

## CLAIMS

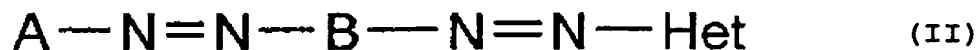
1. A coloring composition comprising a dis-azo compound or poly-azo compound which contains two or more substituents having a pKa value in water of -10 to 5 and which has an oxidation potential more positive than 0.8 V (vs SCE).

2. The coloring composition according to claim 1, wherein the dis-azo compound or poly-azo compound is an azo compound represented by the following general formula (I):



wherein A, B, and C each independently represents an aromatic group which may be substituted or a heterocyclic group which may be substituted, A and C are monovalent groups and B is a divalent group.

3. The coloring composition according to claim 2, wherein the dis-azo compound or poly-azo compound is an azo compound represented by the following general formula (II):

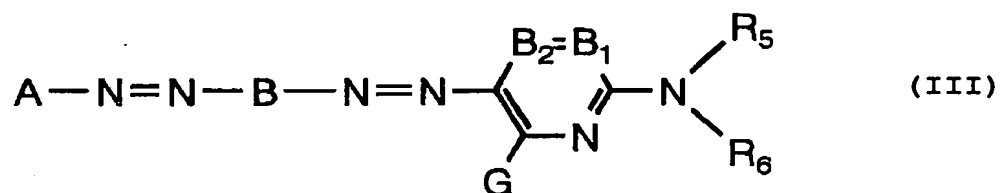


wherein A and B are the same as A and B in the general formula (I) respectively, and Het represents an aromatic heterocyclic group.

4. The coloring composition according to claim 3, wherein at least one of A and B in the general formula (II) is an aromatic heterocyclic group.

5. The coloring composition according to claim 3, wherein Het in the general formula (II) is an aromatic nitrogen-containing six-membered heterocyclic group.

6. The coloring composition according to claim 3, wherein the dis-azo compound or poly-azo compound is an azo compound represented by the following general formula (III):

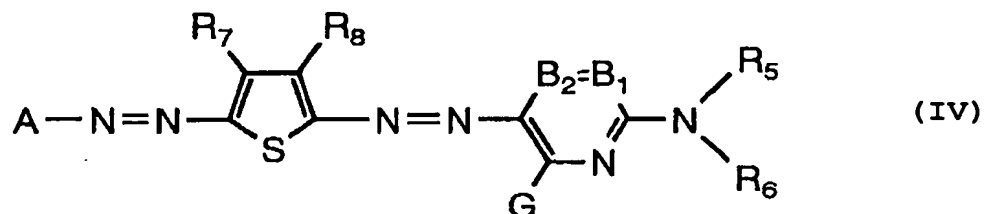


wherein A and B are the same as A and B in the general formula (II) respectively, B<sub>1</sub> and B<sub>2</sub> represent =CR<sub>1</sub>- and -CR<sub>2</sub>= respectively, or either one represents a nitrogen atom and the other represents =CR<sub>1</sub>- or -CR<sub>2</sub>=; G, R<sub>1</sub> and R<sub>2</sub> each independently represents a hydrogen atom, a halogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, a carboxyl group, a

carbamoyl group, an alkoxycarbonyl group, an aryloxy carbonyl group, a heterocyclic oxycarbonyl group, an acyl group, a hydroxyl group, an alkoxy group, an aryloxy group, a heterocyclic oxy group, a silyloxy group, an acyloxy group, a carbamoyloxy group, an alkoxycarbonyloxy group, an aryloxy carbonyloxy group, an amino group (including an anilino group and a heterocyclic amino group), an acylamino group, a ureido group, a sulfamoylamino group, an alkoxycarbonylamino group, an aryloxy carbonylamino group, an alkyl- or arylsulfonylamino group, a heterocyclic sulfonylamino group, a nitro group, an alkyl- or arylthio group, a heterocyclic thio group, an alkyl- or arylsulfonyl group, a heterocyclic sulfonyl group, an alkyl- or arylsulfinyl group, a heterocyclic sulfinyl group, a sulfamoyl group, or a sulfo group, and each of these groups may further be substituted;  $R_5$  and  $R_6$  each independently represents a hydrogen atom, an aliphatic group, an aromatic group, a heterocyclic group, an acyl group, an alkoxycarbonyl group, an aryloxy carbonyl group, a carbamoyl group, an alkyl- or arylsulfonyl group, or a sulfamoyl group, and each of these groups may further be substituted, provided that  $R_5$  and  $R_6$  are not hydrogen atoms at the same time; and  $R_1$  and  $R_5$  or  $R_5$  and  $R_6$  may be combined to form a five-membered or six-membered ring.

7. The coloring composition according to claim 6,

wherein the dis-azo compound or poly-azo compound is an azo compound represented by the following general formula (IV) :



wherein A, B<sub>1</sub>, B<sub>2</sub>, G, R<sub>5</sub> and R<sub>6</sub> are the same as A, B<sub>1</sub>, B<sub>2</sub>, G, R<sub>5</sub> and R<sub>6</sub> in the general formula (III) respectively, and R<sub>7</sub> and R<sub>8</sub> are the same as R<sub>1</sub> in the general formula (III).

8. An inkjet recording ink composition, which comprises the coloring composition according to any one of claims 1 to 7.

9. An inkjet recording method, wherein an image is formed on an image-receiving material comprising a support having provided thereon an ink receiving layer containing a white inorganic pigment particle, using the inkjet recording ink composition according to claim 8.

10. A method for improving ozone gas-fastness of an image formed on an image-receiving material comprising a support having provided thereon an ink receiving layer containing a white inorganic pigment particle using an

inkjet recording ink composition, wherein the inkjet recording ink composition is the inkjet recording ink composition according to claim 8.